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# C3 SHOW DAILY

Tuesday, June 27, 2006

User Communications Group

New York

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## FIRST GUARANTEE INTRODUCES SURETIME BILLING ASSURANCE SOFTWARE

**Brent Winters**, Chief Executive Officer of **First Guarantee**, enumerates the benefits of his company's innovative new product, *SureTime 1.0*.

**C3SD:** Tell us about the new product you're introducing here.

**BW:** We're very excited, as SureTime is the world's first billing assurance software product. It helps ensure that businesses are billed accurately and fairly, whether it's coming



Continued on Page 7

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## APPSECINC OFFERS COMPLETE SOLUTION FOR DATABASE SECURITY

**Ted Julian**, Vice President of Marketing and Strategy for **Application Security, Inc. (AppSecInc)**, contemplates the future of database activity monitoring.

**C3SD:** Tell our readers a little about your company.

**TJ:** AppSecInc helps customers at more than 500 organ-

Continued on Page 11

## WHITEBLOX LETS COMPANIES BUILD PRIVATE-LABEL BROADBAND NETWORKS

**Greg Demetriades**, Chairman and CEO of **WhiteBlox**, offers an overview of his company's powerful IPTV solutions and their applications.

**C3SD:** What does WhiteBlox do?

**DG:** WhiteBlox enables companies to become their

Continued on Page 11

## CHATSWORTH ROLLS OUT NEW CABINET SYSTEM, REMOTE INFRASTRUCTURE MGMT. SYSTEM

**Ian Seaton**, Manager of Market Development for **Chatsworth Products, Inc.**, previews the offerings of what attendees will find at his company's booth.

**C3SD:** What's your main line of business?

**IS:** Chatsworth Products, Inc. is a leading manufac-

Continued on Page 8

## AGILE HELPS MANUFACTURERS LEVERAGE WEB SERVICES TO INTEGRATE SUPPLY CHAINS

**George Barsi**, Principal of the **Agile New England office**, discusses his company's solution to some of the problematic effects of globalization.

**C3SD:** What are the big issues facing U.S. manufacturers today?

Continued on Page 8

## EFFICIENT STORAGE STRATEGIES EASE BACKUPS, RESTORES, ARCHIVING

Virtually every business has developed some kind of plan for backing up the terabytes of data that reside in applications, systems and databases. But in the quest to manage information effectively, it's also clear that too many businesses take a mix-and-match approach. The end result is systems and processes that are overly complex, lack speed and efficiency, increase the risk of fail-

Continued on Page 10

## TALKSWITCH FOCUSES ON DEVELOPING SMALL-BUSINESS COMMUNICATIONS

**Jan Scheeren**, President and CEO of **TalkSwitch**, discusses the unique needs of the small business market and how his company is changing the way those businesses communicate.

**C3SD:** What is your company's mission?

Continued on Page 6



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COBIT is an IT governance framework and supporting toolset that allows managers to bridge the gap between control requirements, technical issues and business risks. COBIT enables clear policy development and good practice for IT control throughout organizations. ITGI's latest version—COBIT® 4.0—emphasizes regulatory compliance, helps organizations to increase the value attained from IT, enables alignment and simplifies implementation of the COBIT framework.

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*Additional information about COBIT 4.0 is available at [www.isaca.org/cobit](http://www.isaca.org/cobit). The publication can be downloaded for no charge on the web site. COBIT 4.0 can also be purchased at [www.isaca.org/bookstore](http://www.isaca.org/bookstore), along with other valuable COBIT products.*

*COBIT 4.0 marks the first major update of the Control Objectives for Information and related Technology (COBIT®) core content since the release of COBIT 3<sup>rd</sup> Edition in 2000. The new COBIT volume consists of four sections:*

- *The executive overview*
- *The framework*
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- *Appendices (mappings and cross-references, additional maturity model information, reference material, a project description and a glossary)*



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## V-ENABLE LAUNCHES DEVELOPER PROGRAM TO INTEGRATE VOICE SEARCH INTO MOBILE DEVICES

V-ENABLE, Inc., a provider of mobile voice- and text-based search solutions, recently launched its first partner program empowering companies to take advantage of the growing demand for voice-enabled mobile search applications from carriers, application developers and publishers using BREW, JAVA, SYMBIAN, WAP and XHTML platforms.

Ideal for technology providers who have strong relationships with major carriers and seek greater revenue opportunities offered by voice-enabled applications, the program targets content providers commit-

ted to offering search solutions for the following types of mobile applications:

- Local search, such as location-based services and mapping
- Downloadable content catalogs, including ringtones, wallpaper and games
- Information such as movie listings, weather and shopping

V-ENABLE's Developer Program participants will share revenue generated from V-ENABLE's mobile search technology. They will receive extensive support from its technical team, as well as access to the com-

pany's marketing group for joint marketing initiatives. They will also have access to versions of V-ENABLE customized products and testing materials for development of their own applications. Companies currently using or evaluating V-ENABLE's technologies include ClearSky Mobile Media, go2, RockeTalk, SavaJe Technologies, TeleATLAS and Xringer Inc.

"We invite leaders in the mobile content market to become V-ENABLE partners," says Simon J.C. Nash, Development Program Manager for the company. "Our data show that users prefer voice search over text by over two to one in multi-modal search applications. The voice search feature offers a better customer experience and increases product adoption, subsequently boosting revenue for the content provider."

*Continued on Page 10*

## KODAK OFFERS INNOVATIVE, FEATURE-RICH PORTFOLIO OF DOCUMENT SCANNERS

**George W. "Bill" Gates**, GM and VP of Sales, U.S. and Canada Region for Eastman Kodak Co.'s Document Imaging Business, previews some new products.



mitment to deliver the most innovative, feature-rich portfolio of document scanners in the industry. We have launched several distributed capture products

in 2006, including the KODAK Scan Station 100 and the KODAK i1200 and i1300 Series Scanners. These products are specifically made to function within a small office, or within a single department or remote location of a larger corporation. By design, they are easy to use and deliver the superior image quality that is synonymous with the Kodak name.

**C3SD:** What special features do these products offer?

**GWG:** The Scan Station 100 is an

*Continued on Page 13*

## C3 SHOW DAILY

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## Optimizing the Data Center with Proactive Passive Cooling and Monitoring Systems

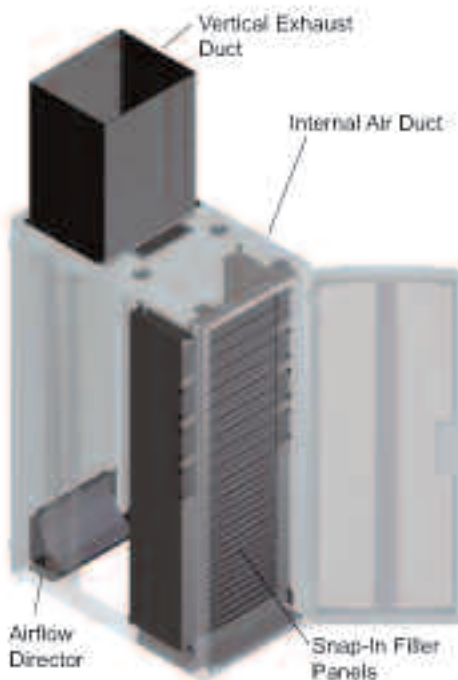
A great deal of precision and thought goes into the design and implementation of today's data center. As the environment within data centers continually changes, IT infrastructure systems must be able to evolve as necessary. Data center managers identify thermal management as their greatest challenge. Creating a properly configured cabinet that works with your data center's cooling system is vital to success.

The TeraFrame™ Cabinet System from Chatsworth Products, Inc. (CPI) offers a passive cooling solution suited for present and future needs. Not only is the TeraFrame designed to solve thermal issues, it also offers advanced thermal control with no single point of failure, thus delivering a Tier 4 solution for high density applications. By offering precision engineered options and accessories to achieve the ultimate passive cooling solution, TeraFrame is the data center barrier for isolating chilled source from heated return air, eliminating the need for fans, heat exchangers or cabinet cooling equipment.

With new patented innovations in passive cooling, the TeraFrame Cabinet serves as an important extension to the data center cooling system. It allows customers to reclaim lost cooling capacity and move air more efficiently. TeraFrame thermal management accessories include Snap-In Filler Panels to block airflow through open RMU space between equipment, an Air Dam Kit to block airflow around the top, bottom and sides of equipment and an Airflow Director to move hot air up the back of the cabinet into the Vertical Exhaust Duct, isolating hot air from the room and transferring it to the drop ceiling plenum.

CPI's patent pending Internal Air Duct, a revolutionary cooling concept accessory found only with the TeraFrame, offers precision cooling to the top half of the cabinet. Two-thirds of all equipment failures occur in the upper one-third of the cabinet, which makes directing cool air to the top of the cabinet extremely important. CPI's Internal Air Duct provides the flexibility to direct air exactly where it is needed.

An important part of reclaiming lost cooling in the room is to seal unnecessary cable access floor openings. Cable openings in access floors can



Ultimate passive cooling can be achieved with the Vertical Exhaust Duct, Internal Air Duct, Airflow Director and Snap-In Filler Panels.

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### The New TeraFrame™ Cabinet System

Introducing the TeraFrame™ Cabinet System from Chatsworth Products, Inc. (CPI), the cabinet that can be personalized to meet your data center needs and delivered when **you** need it.

#### • Infinitely Configurable

TeraFrame gives you the ability to personalize cabinets by configuring the options and accessories that work best for your data center without long lead times. With three widths, 12 heights and 17 depths, there are 612 standard sizes to choose from to customize your solution.

#### • Thermal Management

Designed specifically to solve thermal issues in your data center and lessen the need for expensive cooling equipment, the TeraFrame offers new patented thermal control innovations with no single point of failure. Choose from solution bundles based on your application needs, or create your own custom configuration.

#### • Cable Management

TeraFrame provides cable management to keep network and power cables separate, control power cord slack and support multiple power strips or PDUs for full power redundancy.

#### • Security and Remote Monitoring

From the welded steel construction, down to the door hinges, the TeraFrame's construction adds to the strength, support and security of your IT equipment and cabling. Optional internal and external sensors can be added to provide critical remote monitoring and security using a web-based interface to monitor and control cabinets anywhere without a complicated or expensive network.

#### • Availability

With a rapid delivery time on standard configurations, your TeraFrame arrives fast and ready to install - cutting your lead-time dramatically and keeping you on schedule.

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cause as much as 50% of the cold air under access floors to bypass equipment. By using CPI's KoldLok® Raised Floor Grommet, bypass airflow is blocked through cable access holes and offers an easy solution when adding or removing cables.

Ensure maximum uptime and extend the life of equipment by remotely monitoring with the patented technology found in CPI's Remote Infrastructure Management (RIM-600) system. Cabinets can be equipped with CPI's RIM-600 to deliver innovative site management and operational efficiency. Not only will the RIM-600 examine important environmental conditions such as temperature, humidity, smoke detection, sound, water and power outages, it will also report intrusions via motion detectors, door open/closed dry contact sensors and network cameras.

The RIM-600 includes battery backup and non-volatile data storage so that monitoring resources are never lost even if both power and network capabilities go down. CPI's RIM-600 will inform designated individuals through various communication interfaces (phone, pager, email, fax or SNMP), even if the network is experiencing downtime or a problem occurs. Additionally, whether the network is down or functioning properly, designated individuals have the ability to monitor the network from anywhere.

To configure your thermal solution visit the CPI Product Configurator online at [www.chatsworth.com/configurator](http://www.chatsworth.com/configurator) and build your own solution.



Camera



Smoke



Motion



Power



Temperature



Humidity

Ensure uptime by monitoring and managing the overall data center environment with CPI's RIM-600.



## ROSE ELECTRONICS' VIEWLINK CATX EXTENDS VIDEO OR KVM UP TO 300 METERS

KVM pioneer Rose Electronics recently announced the release the new ViewLink CATx KVM extender, which enables a user to locate a keyboard, monitor and mouse station up to 300 meters away from the host computer, and sets new standards for signal extension at a very attractive price. The video signal can be any VGA or similar format, and the keyboard/mouse interface can be either PS/2 or USB.

ViewLink CATx is ideal for applications that demand exceptional video quality over distance, such as television studios, digital signage, access kiosks, educational institutions, airports, offices, ships, aircraft and harsh industrial envi-

ronments such as factories or manufacturing plants.

ViewLink CATx's self-adjusting distance equalization and skew compensation techniques save time and trouble on installation and mean that ViewLink CATx will work straight out of the box. The product will initially maximize its own setup for optimum initial performance, then self-adjust to maximize video quality. Video resolutions up to 1600 x 1200 at 60Hz are supported.

Dual-user versions of ViewLink CATx allow an additional video monitor or a complete KVM workstation to be located locally at the computer, increas-

ing accessibility options for local and remote users.

ViewLink CATx supports the VESA-enhanced DDC video standard and will work with both PS/2 or USB-type keyboard and mouse for true plug-and-play compatibility. At the local (video source) end, ViewLink CATx's onboard processor emulates console presence, so a computer will boot and stay booted even with the remote video not present or turned off.

ViewLink CATx's firmware is held in flash memory, so future product software updates can be easily downloaded and installed. It is expected that future upgrades will permit full-function USB remote ports.

To expand your reach even further, ViewLink CATx can be connected to a Rose KVM switch, providing access over structured cable to an unlimited number of CPUs/servers, serial devices and

power outlets in the corporate data center or computer room environment.

### About Rose Electronics

Headquartered in Houston and recognized as a pioneer in KVM switch technology, Rose Electronics is a privately-owned company and one of the world's foremost manufacturers of local and remote server management products, such as digital KVM IP, KVM switches KVM extenders, KVM rack drawers and video splitters.

Rose Electronics has more than 120 employees worldwide. The company is a full-service research and development, design and manufacturing operation. In addition to the U.S., there are Rose Electronics sales offices in the U.K., Spain, the Netherlands, Germany, Singapore and Australia.

For more information, visit [www.rose.com](http://www.rose.com).

### TalkSwitch (Con't. from p. 1)

**JS:** TalkSwitch builds telephone systems that bring the power and functionality one would expect in a big-business phone system to small and multi-location businesses at a price they can afford.

**C3SD:** What distinguishes TalkSwitch from other phone system providers?

**JS:** We were the first company on the market to offer a telephone system designed specifically for small businesses, not just a scaled-down version of a big-business system. We designed the system to be expanded over the LAN, making it the first peer-to-peer distributed phone system available. And perhaps most importantly, we were the first company to design a PBX telephone system that end users can install and maintain themselves.

I believe what really sets us apart is our intimate understanding of what small and multi-location businesses need from a phone system. We design

and build all our products exclusively for that segment.

**C3SD:** How have you seen the industry change in the last decade?

**JS:** When we started TalkSwitch, professional telephone systems were very expensive and very complicated. It was completely unrealistic for a small business to be able to purchase one, much less install it and maintain it. The last decade has brought a recognition that small businesses need something different, and much of that realization has come because of the success TalkSwitch has had in the market. We started with a fresh approach to designing our systems, and that strategy has been a real benefit to us.

**C3SD:** Do small businesses need voice-over-IP also?

**JS:** What small businesses really need is choice. There are a lot of benefits associated with VoIP, but let's face it: if you're only making local phone calls, there is no benefit associated with moving to VoIP.

Small businesses need VoIP when the time is right.

**C3SD:** Should small businesses be looking at a hybrid solution, then?

**JS:** A hybrid system like our TalkSwitch 48-CVA gives access to both VoIP services and the traditional telephone network. The user can use whichever mix of networks is of most benefit to them.

The traditional telephone network is not going to disappear anytime soon. And frankly, there are a lot of areas where the traditional network is vastly superior to what VoIP can offer at this point in time. These include access to emergency services, power failure protection and ubiquitous coverage, for example.

So when a small business is evaluating phone systems, they need to take that into consideration. They want to look at a system that is going to give them flexibility in their connections, that will grow with their business, and that will provide them with a smooth migration path to an all-

VoIP network, should that desire arise.

**C3SD:** What challenges does TalkSwitch face in dealing with the SMB market?

**JS:** The small business market is very fragmented. They cross all industries and there is no one, easy way to reach them. Making customers aware that we exist and developing channels to get product into their hands are the biggest challenges. That said, we strongly value and support our over 1,200 North American channel partners.

**C3SD:** What do you see in the future for TalkSwitch?

**JS:** We continue to focus our efforts on developing the best telephone systems a small or multi-location business can implement. There is a huge market opportunity out there, and we feel we've got the best solution on the market to address that opportunity. We continue to open up new markets outside of North America, and continue to expand our reseller base. We're moving forward with great confidence.

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**First Guarantee (Con't. from p. 1)**

from onsite employees, offsite contractors or work-at-home telecommuters. Consumers also gain peace of mind when an attorney, accountant or other professional bills by the hour using SureTime.

**C3SD:** How does SureTime work?

**BW:** SureTime replaces traditional time-billing software that relies on the user to manually input time. Instead, SureTime authenticates invoices and time sheets by combining time-tracking in real time with an audit trail of activity on the computer. Through better accountability, you gain peace of mind as well as significant gains in productivity. Plus, SureTime lets you take advantage of telecommuting and outsourcing opportunities without the traditional risks.

**C3SD:** What about user privacy?

**BW:** SureTime always runs with the user's full knowledge as a toolbar on his or her computer. Many options exist to help balance worker privacy with the company's need for accountability. Professional service vendors can also filter out time unrelated to a client's billable activities.

**C3SD:** Do you think productivity is really a problem?

**BW:** Yes. Unfortunately, a recent survey by AOL and Salary.com found that American employees admitted to wasting an average of two hours of every eight-hour workday on non-work-related activities, not including lunch and scheduled breaks. This costs U.S. businesses an estimated \$759 billion a year, or nearly \$10,000 per employee per year.

**C3SD:** How does SureTime differ from other monitoring tools?

**BW:** It's one thing to know that someone played solitaire or surfed CNN for 30 minutes, but was that time spent during a lunch break or while on the clock? Only SureTime provides answers to critical questions like these.

Unlike most time-keeping products, SureTime tracks time and activity in real-time, rather than after the fact. In addition, you no longer have to remember how long you were on break or in a meeting, as SureTime will prompt you to categorize the time when you return. You can also automatically bill time based upon the application or document opened. Features like these save the user time while increasing project tracking and billing accuracy.

**C3SD:** Is SureTime designed for small or large businesses?

**BW:** SureTime is one of those rare products that offers enterprise-level features at a small-business price. For example, SureTime supports multi-user tracking, multi-level security, custom reporting and encryption. Most importantly, it protects the integrity of the audit trail to offer true billing assurance, whether you're being billed from third parties or from your employees.

**C3SD:** How would someone learn more about SureTime?

**BW:** Simply drop by our booth 3344, where we're offering discounted show pricing, free demonstrations, a video iPod giveaway and more. Or go to [www.suretime.com](http://www.suretime.com) for a free trial download.

## STEVEN ADLER OF IBM DATA GOVERNANCE SOLUTIONS TO DELIVER ISACA KEYNOTE AT C3

ISACA, a recognized worldwide leader in IT governance, control, security and assurance, is currently hosting its Compliance Conference here at C3.

The 15-session conference program is divided into two tracks: "Compliance Requirements" and "Compliance

Processes and Methods," which will explore a variety of specific regulations (HIPAA, the Patriot Act and Sarbanes-Oxley) as well as individual compliance requirements. The conference will address the overall impact of regulatory compliance on the organization, specifi-

cally on the scope and planning of IT audit plans.

Conference speakers include industry professionals from BMC Software, Watchfire, Hewlett-Packard, Oversight Systems, Preventsys Inc., Application Security Inc., Configuresoft, Digital Resources Group, Solutionary Inc., VP Security Services, fyhoozen+\_Consulting Inc. and Consul Risk Management Inc.

"The ISACA conference will explore the numerous regulations and compliance requirements facing IT

administrators," says Mark Dineen, Vice President and Show Director of C3. "Attendees will have the opportunity to hear from experienced industry leaders about how to develop and implement solutions that meet their business goals and comply with today's regulatory environment."

"With the advent of more and increasingly complex state, federal and international regulations, everyone involved with compliance has to be pre-

*Continued on Page 13*

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**Chatsworth Products (Con't. from p. 1)**

turer of systems for organizing, storing and securing valuable IT infrastructure equipment. We provide the market with racks, cabinets, cable man-

agement solutions and cable pathway systems that adhere to industry standards and have been engineered with a strong sensitivity to real customer application issues.

**C3SD:** Are you currently introducing any new products?

**IS:** This spring, we have introduced a new equipment cabinet platform, our TeraFrame Cabinet System and our RIM-600 Remote Infrastructure

Management system for environmental and security monitoring in the data center space. Both solutions will be on display in our booth.

**C3SD:** What distinguishes these products from the competition?

**IS:** Our Web-based RIM-600 includes all the monitoring activities of any of the competitive products available on the market and all the same basic communication protocols—TCP/IP, SNMP traps, paging, etc. We believe our sensors are calibrated to tighter tolerances than most, and the system is pretty straightforward to set up and run.

However, what truly distinguishes our system are the built-in battery backup and the analog telephone connection with default voice WAV files that allow the system to continue monitoring and reporting alarms in the event of a catastrophic data center failure.

Our new TeraFrame Cabinet System is unique in both its flexibility and appearance, but it is primarily distinguished from all the rest of the industry by its paradigm-shifting thermal performance—it is the world's first and only Tier IV high-density cabinet solution. By deploying the TeraFrame with a wide array of precision-engineered air management accessories, the cabinet becomes the single barrier in the data center between chilled source air and heated return air, completely isolating all exhaust air from all the equipment.

This not only allows cabinet heat densities to exceed 20kW of actual measured heat with no point of failure anywhere in the cabinet system, but also makes obsolete the need for hot aisle/cold aisle room arrangements or raised access floor air delivery systems. The cabinet will optimize the performance of those environments, but it does not depend on either one for

its performance. We believe this is a major breakthrough, and that our customers will appreciate the reduced anxiety over increasing heat densities and the freedom from the prospects of plumbers running around their data centers to set up chilled water cabinets.

**C3SD:** Tell our readers about your tradeshow objectives, plans, products and promotions.

**IS:** We naturally want to educate folks on the value of both the RIM-600 and the thermal management solutions built into the TeraFrame Cabinet System. We are especially excited about the C3 venue here in New York, where we can get a little more exposure with some of the larger financial institutions here who could really benefit from these solutions. And let's not forget that we are giving away that Hummer! I'm sure that will excite a few people as well. Just stop by booth 3539 to learn more.

**Agile (Con't. from p. 1)**

**GB:** Globalization is turning U.S. manufacturers into distributors. They have outsourced production to Asia to reduce labor costs, and their challenge is figuring out how they will get those goods back and delivered within the U.S. They need to do this in a cost-effective manner and still meet customer expectations.

The problem is that most manufacturers have no visibility into the status of their order until it shows up on their receiving docks. This has exposed manufacturers to service-level disruptions, driven transportation costs higher and created inefficiencies throughout their organization.

**C3SD:** What are the key obstacles to addressing these issues?

**GB:** Supply chain integration. For years, manufacturers have struggled to get their domestic trading partners to adopt EDI to eliminate paperwork, data entry, phone calls, faxes and e-mails as primary modes of communication.

Now, the situation is worse in low-cost foreign labor markets, where the technical infrastructure is fairly rudimentary.

Lack of integration leads to excessive spending on expedited shipping, unnecessary transportation moves, and safety stock "just in case." Worse, companies are turning down sales because of delivery uncertainties.

**C3SD:** How are today's manufacturers using technology to overcome integration barriers?

**GB:** Manufacturers are starting to use technology strategically to establish better supply-chain visibility and control. The emergence of the Internet and Web services technology has opened up new possibilities to enable better, more detailed and timely exchanges of information among supply-chain partners.

Because Internet standards have been so widely adopted among freight forwarders and other logistics service providers, it is now possible to link buyer procurement information with supplier product availability with logistics-provider delivery status with customs clearance agents. All along the supply chain, there is growing adoption of Web services as a conduit of information exchange.

**C3SD:** How does Agile-Network help

manufacturers leverage Web services to integrate supply chains?

**GB:** Our Web services integration platform, AgileElite, is a scalable service-oriented architecture built on .NET that is designed to connect to disparate information silos among trading partners and weave role-specific supply chain visibility and control processes.

By providing a unified view of goods in transit, we help businesses reduce transportation costs by establishing routing and spending controls, reduce regulatory risks by enforcing compliant workflows and reduce the order-to-cash cycle by automating processes. Better visibility enables all employees make cost-effective decisions.

**C3SD:** Could you give our readers an example of a customer who has benefited from AgileElite?

**GB:** A manufacturer of high-tech machine parts was under regulatory pressure to improve their international compliance processes. Customs held up shipments because of documentation errors. The CFO needed to meet Sarbanes-Oxley requirements for regu-

latory risk management related to customs enforcement, operations wanted to avoid loss of export privileges, and traffic wanted consolidated cost reporting. Of course, customer service and sales needed to eliminate shipment delays to meet delivery requirements.

With Web service links into their ERP system, carrier systems and U.S. Customs, AgileElite consolidated pack verification, shipping, labeling, denied-party screening, harmonized-code validation and international document processing into one streamlined, documented process. They were able to reduce labor, meet customer JIT delivery expectations, and comply with customs and SOX regulatory requirements.

**C3SD:** How do you differentiate yourself from your competition?

**GB:** We have the best people, products and processes. Our Agile-Network members have helped over 1,000 customers nationwide reduce logistics costs. We provide our customers with a full range of consulting, design, implement and support expertise because our average integrator has over 18 years logistics and systems integration experience. Agile delivers.

## POTOMAC HOSPITAL ACHIEVES 150% ROI IN FIRST YEAR WITH ETELEMETRY'S LOCATE

As the person responsible for data communications for Potomac Hospital, Tony Davis, Manager of Network Services and Technology Officer, is always looking for ways to do more with less. The hospital's network supports 1,200 users in a multi-building campus environment. Maintaining the health of the network is literally a matter of life and death for the patients and staff of the Hospital.

"Initially, I was skeptical about eTelemetry's Locate," says Davis, but he agreed to try Locate in March 2005 and was quickly sold on its value. Locate correlates people to the IP, hardware address

and switch port information. Davis uses Locate in conjunction with other network management solutions such as Fluke OptiView, Trend anti-virus console, firewall, and other network diagnostic tools. With Locate, Davis has the name, phone number, MAC address, physical location and department of the person behind the IP address.

"Oftentimes, you know you have a problem but you need to identify exactly where it is coming from," says Davis. "I get a lot of information from various angles, not a complete picture. Locate fills in the blanks."

For example, in the past when his core main switch was throwing errors, Davis had to run a cable trace and look in switch logs to track down the problem device and its user. Now he enters the problem IP in Locate and can go directly to the problem machine to resolve the issue—typically a bad network card or an incorrect network protocol.

"If you have a network card spewing junk, it's hard to track it down from the switch," says Davis. "It's taking up so much bandwidth that it is difficult to get the switch to respond." Locate works from a copy of the network traffic and includes an archival function. If the switches are overloaded, Locate will still be running—both in real-time and going back to just before the issue began. "We had legacy systems that were running old network protocols. With Locate, I've been able to clean all that up. It's saved

me a ton of time."

Davis uses Locate to improve end-user support as well. Via Locate's "Instant Assist" feature, help desk staff can look up a user by name, then click to troubleshoot the issue directly via Remote Desktop—no need to walk the end user through an IP lookup on the command line.

In fact, there is no need for the user to be in the office! Davis uses Locate's Instant Assist feature to set up new programs and perform routine desktop maintenance while end users are out of the office without having to go to their locations, saving even more time.

While network issue diagnosis is the main use of Locate, Davis uses it for asset tracking and security enforcement as well. By tying people to IPs and MAC

*Continued on Page 10*

## PROACTIVE MALWARE DETECTION TAKES QUANTUM LEAP WITH BEHAVIOR-ANALYZING TECHNOLOGIES

by Andrew J. Lee, Chief Technology Officer of ESET

There is an old TV show called *Quantum Leap*, in which the intrepid hero travels through time to right a wrong or protect an important person, which allows for everything to be made right with the world.

If such a thing were possible, we could perhaps go back and prevent the massive outbreaks of malware that have occurred in recent years. Perhaps

we could have gone back and fixed the vulnerabilities that allowed, for instance, Win32/Blaster to spread, or SQL/Slammer. Perhaps we could have gone back and let the designers of today's ubiquitous operating systems know what sort of devastation would occur from the exploitation of buffer overflows. Unfortunately, this is not possible, and hindsight is always 20/20.

What has always been the challenge, since the early days of malware defense,

is how fast one can react to a new threat once it was known. More recently, though, the trend has been towards a reduction of that window between release and widespread damage, to a point where there is no significant reaction time—and certainly not enough reaction time for the traditional processes of malware capture, analysis and detection update release to occur before the damage is done.

Because of this, antivirus technology has had to evolve not to travel back in time, but to do something almost equally difficult: to be able to predict the future. Protective technologies based on behavior are not really a new idea, but they are certainly a quantum leap away from where they began.

The early behavior blockers had

terrible false positive rates (identifying the innocent as malicious), and were easily fooled by malware authors, who often took great delight in refuting the hyperbolic marketing claims made about such products with direct and embarrassing proof of their ultimate fallibility.

Today, though, many antivirus companies have begun to introduce technologies which once again examine behavior to aid in detection of malware. While there are a variety of examples, and not all of these techniques are particularly effective, it is an acknowledgement from the antivirus industry that the traditional signature update method alone is fast becoming obsolete.

*Continued on Page 13*

## DYNAVAR TEAMS WITH IPERIA TO DELIVER INTEGRATED COMMUNICATIONS SOLUTION

Iperia, Inc. recently announced that Dynavar Corporation has selected ActivEdge to be an integral component of its comprehensive voice, data and video networking solutions portfolio for the service provider market.

Dynavar is a technology integrator and solutions provider specializing in a full range of communication solutions that drive next-generation networks. By

adding ActivEdge to its technology lineup, Dynavar is in a unique position to help providers implement new revenue-generating services—such as Web-based voicemail, voice to e-mail messaging, fax to e-mail messaging, conferencing and more—while introducing a smooth migration path to next-generation VoIP services.

Competition in the telecommunica-

tions services market is fierce, as mobile phone usage eats away at landline revenues and a steady stream of new entrants take their share of the market. As a result, Tier 2 and Tier 3 ILECs, CLECs and MSOs are scrambling to branch out and create new revenue streams with enhanced service offerings.

Many are looking toward VoIP services, a lucrative move that empowers providers to expand their service offerings to include traditional voicemail, Web-based voicemail, fax messaging, conferencing and unified messaging as well as hosted PBX and auto-attendant services for commercial accounts.

“With our shared philosophy

around unified communications, the partnership between Dynavar and Iperia is designed to enable those new revenue streams and help service providers make a smooth transition to next-generation VoIP,” says Sean MacNeill, President and Chief Operating Officer of Dynavar Corporation. “In part this is because Iperia’s ActivEdge is built on an open architecture supporting both legacy and next-generation solutions and is tightly integrated with Sylantra—a popular hosted VoIP platform—along with other industry solutions.”

*Continued on Page 10*

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**Storage strategies (Con't. from p. 1)**

ure, and wind up breaking the budget.

Today, data storage and backup demands are growing at a 50% annual clip. A complex array of options and possibilities now confront IT managers, administrators and executives. While tape backups still handle a heavy load—particularly for disaster recovery—options such as virtual tape libraries, emulation of tape drives, distributed disk-to-tape (D2T), disk-to-disk-to-tape (D2D2T) and other meth-

ods are gaining favor.

Understanding the nuances of backup, recovery and archiving can determine whether a business hits the mark or winds up with a black mark. It's essential to examine backup windows, recovery time objectives (RTOs), recovery point objectives (RPOs), decentralization of data and overall costs.

"Building an integrated approach requires insight and oversight," notes Shawn McIntosh, a Senior Manager at Atlanta-based consulting firm AGSI.

The challenge for any business is to

determine the specific mix of backup, recovery and archiving tools that work best and integrate various systems to maximize data protection and minimize IT time and expense. "It's important to understand the value of data and, in many cases, the value for different data elements," says McIntosh. "Too often, organizations over-buy, under-buy or simply don't match the technology to their needs."

But the challenge isn't insurmountable. For instance, CDW's highly qualified team of industry-certified and manufacturer-educated storage special-

ists have the necessary certifications to provide fast answers to pressing questions. Working with your personal account manager, these seasoned professionals bring their knowledge, skill and experience to assess your needs and determine a complete solution to store, manage and back up your data, wherever it resides in the lifecycle of your business. At every step of the way, these experts can offer valuable insight and vendor-neutral guidance—even helping you navigate the most complex industry requirements and regulatory issues.

**Potomac (Con't. from p. 8)**

addresses, he's been able to enforce "acceptable use" policies internally and thwart spoofing attempts from would-be hackers in the parking lot.

Davis estimates that Locate saves at least five to ten hours per week. This cal-

culates to a 150% return on his investment in the first year alone. Locate also enables Davis to comply with both of the Health Insurance Portability and Accountability Act of 1996 and the Sarbanes-Oxley Act of 2002, both of which require employers to account for end user activity on their network.

"Unlike most other products, I use this one every day," says Davis. "I have grown dependant on [Locate] and can't imagine not having it now. It is sort of like my cordless screwdriver—I never knew how much I needed it until I got it. Now I use it for everything, and can't imagine driving all those screws by hand.

"To be honest, if most of the network managers I know had Locate, you couldn't pry it from their cold dead fingers."

For more information, write to 45 Old Solomons Island Road, Suite 105, Annapolis, MD 21401, call 888-266-6513, fax 410-266-0796 or visit [www.etelemetry.com](http://www.etelemetry.com).

**Iperia (Con't. from p. 9)****About ActivEdge**

ActivEdge is a scalable, high-performance solution that can accommodate the needs of very large service providers as well as smaller operators. The platform offers a full range of enhanced services for both residential and commercial subscriber bases, including telephone and Web-based voicemail, fax messaging, conferencing, hosted PBX, auto-attendant and

unified messaging capabilities.

ActivEdge is open and flexible, enabling service providers to customize their service offerings for differentiation in today's highly competitive telecommunications marketplace. Additionally, its applications are packaged as industry standard, off-the-shelf hardware components to fit neatly into existing and future communications infrastructures.

**About Dynavar Corporation**

Dynavar Corporation is a technology integrator and solutions provider specializing in a full range of integrated communication solutions that drive next-generation networks for the service provider market. Dynavar's comprehensive voice, data and video networking solutions enable customers around the world to build converged networks and offer network-based multimedia services for the residential and enterprise markets.

For more information, visit

[www.dynavar.com](http://www.dynavar.com).

**About Iperia, Inc.**

Iperia provides communications technologies to both service providers (wireline, wireless and broadband) and enterprise companies worldwide. Iperia's software is based on open industry standards such as SIP and VoiceXML, and leverages off-the-shelf hardware components.

For more information, visit [www.iperia.com](http://www.iperia.com).

**V-ENABLE (Con't. from p. 4)**

"V-ENABLE is dedicated to helping companies take advantage of demand for this latest technology. It's time for developers to integrate voice with their mobile application services to grow their businesses and stay ahead of the competition."

V-ENABLE recently announced a sub-second mobile search technology with an accuracy of better than 90%, which makes it the fastest, most accurate mobile search technology available.

Mobile voice search applications powered by V-ENABLE technology are currently available through Verizon, ALLTEL, U.S. Cellular and Cricket.

The company's Web site, [www.v-enable.com](http://www.v-enable.com), serves as an interactive hub for discussion and education in the area of voice-enabled application development. The site has information on mobile speech-recognition applications, products, development tools and tutorials, and provides a forum for the exchange of information among voice-enabled application developers.



## Hacienda del Sol— THE Place to Rejuvenate...

For a traveler on the go, there is the standard safe list of recommended places to stay and sites to see. If Tucson, Arizona happens to make it into your travel plans, there exists a most amazing place to stay and to see. Hacienda del Sol Guest Ranch Resort is a 34 acre desert oasis with a legacy dating back to 1929. Back in the 1950's, legendary screen stars such as Tracy and Hepburn made their way to this pristine setting. Today, celebrities, locals and travelers alike have rediscovered Hacienda del Sol for the same reason—luxurious comforts, old world charm and an indescribable sense of well being from the moment one enters the historic gates.

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**WhiteBlox (Con't. from p. 1)**

own broadcasters using broadband connections. Our robust technology can be used to create new networks or to enhance already existing networks, airing live or on-demand content on the Internet through one interactive media player.

Our clients have the freedom to enable their customers to enjoy a completely interactive experience while watching the main event. End users can interact with other viewers and event coordinators through use of chats, polls and surveys, and advertisers can create a one-to-one relationship with viewers through the use of interactive marketing features.

Broadcasters can offer their content free or sell their content using individual

tickets, season passes or pay-per-view models. Broadcasters can also sell merchandise and create their own e-stores. All of these things—the content distribution, the end-user interactivity, the interactive marketing and the revenue generation through e-commerce—are possible directly within our interactive media player.

**C3SD:** What would you say makes your company unique?

**DG:** WhiteBlox provides unprecedented interactivity, a level of which I haven't seen anywhere else in the industry. Additionally, the elegant simplicity of our system empowers our clients to build their own networks and manage the back end with a speed and ease I have not seen elsewhere.

**C3SD:** What do you anticipate to be your greatest challenge in the year ahead?

**DG:** Educating the marketplace on this new communication medium. Talk of

IPTV solutions seems to be on the tips of tongues the world over right now. Truly getting everyone to understand exactly what it all means—and detailing down the granularity of how significantly it can catapult businesses and entertainment forward—is the name of the game now.

**C3SD:** Are you going to be introducing any new products?

**DG:** Yes. WhiteBlox will continue to introduce more interactive components to our overall "Build Your Own Network" solution. We will also introduce our latest ten-foot experience for television over set-top boxes with compelling viewer interfaces.

**C3SD:** Where is your company's current product emphasis?

**DG:** WhiteBlox continually develops effective, industry-relevant components that enable our customers to become more profitable, whether that's content

distribution and viewer eyes for entertainment companies or brand awareness and loyalty for advertisers. We provide a multitude of analytical reports and metrics so our clients can gauge the viewing habits of their audiences, gather demographics and hone their offerings and messaging.

**C3SD:** How do you see the next year in terms of economy, sales, technology and product evolution?

**DG:** WhiteBlox is experiencing extraordinary growth. The coming year will bring the fruition of mergers, acquisitions, technological developments and sales that we currently have in development.

*Author and speaker Demetriades will take part in the expert panel entitled "iTV: Redefining Television" on Wednesday, June 28, at 1:30 p.m. in the ETA Theatre. To see WhiteBlox in action, stop by booth 3639 or visit [www.whiteblox.com](http://www.whiteblox.com).*

**Application Security, Inc. (Con't. from p. 1)**

izations around the world secure their database applications. In bringing dedicated protection to the database tier, these organizations tighten security where it counts and bolster compliance efforts.

**C3SD:** What would you say makes your company unique?

**TJ:** More than a point product provider, we offer the only complete solution for database security. With more than 500 customers around the world, our solutions are also the most widely deployed.

**C3SD:** What was the most significant event or series of events affecting your company in the past year?

**TJ:** Since the beginning of 1995, more than 82 million personal records have been compromised—see [www.privacyrights.org/ar/ChronDataBreaches.htm](http://www.privacyrights.org/ar/ChronDataBreaches.htm). Years ago we had to evangelize the need for database security—not anymore.

**C3SD:** What do you anticipate to be your greatest challenge in the year ahead?

**TJ:** If all we do is get our existing AppDetective customers to try AppRadar, we should have a great year. As simple as this sounds, however, adding another major product to the mix is always a major challenge, as it taxes every part of the organization: engineering, sales, marketing, support and so on.

**C3SD:** Are you introducing any new products this year?

**TJ:** Our fundamental product offerings—AppDetective for vulnerability assessment, AppRadar for activity monitoring and DbEncrypt for column-level encryption—are the most complete in the industry. As such, product development for us over the next year or two will be focused on extending the interoperability between the products and adding new platform support, like for new database or application platforms.

That said, even these "simple" changes can make a huge difference for customers. For example, tighter integration between AppDetective and AppRadar can mean that without the customer having to lift a finger, their AppRadar real-time monitoring deployment can be tuned to their specific infrastructure—what databases they are running, what vulnerabilities are pres-

ent on those databases, which databases have already been patched, etc. Without this product integration, customers could easily take a year or more tuning database activity monitoring to their needs.

**C3SD:** What products do you see as being hottest this year?

**TJ:** Database vulnerability assessment is still growing quite rapidly, but is a pretty well-established market; many customers have deployed it for spot-auditing of crucial databases and are beginning to deploy it enterprise-wide.

This will be the year that database activity monitoring becomes more commonplace and organizations beyond the earliest adopters begin to deploy the technology. This will happen simply because of the unprecedented number and scope of security breaches.

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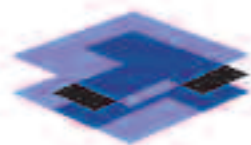
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**Eastman Kodak (Con't. from p. 4)**

easy-to-use, multi-purpose device that enables multiple users to digitally share documents within any network environment. Users can quickly and easily convert color, black-and-white or grayscale paper documents to one of four digital image formats: JPEG, TIFF, PDF or searchable PDF. The Scan Station 100 does not require a dedicated computer or additional software. Instead, a touchscreen liquid crystal display and built-in technologies enable users to scan paper documents and send to a network folder or printer while simultaneously sharing them with others via e-mail.

Meanwhile, the KODAK i1200 and

i1300 Series Scanners set a new benchmark for workgroup and departmental document scanners in ease of use, high image quality, speed, and price. They feature:

- Tilt and scan, which allows the user to change the angle of the scanner to best accommodate their scanning activity.
- Smart touch functionality, so with the touch of a button, users can easily send documents to specific destinations, file, e-mail, printer or favorite applications.
- An attachable, tethered flatbed accessory. This optional A4-sized flatbed scanner accessory can be easily attached to the scanner with an included USB cable for capturing fragile or

bound documents. It also allows the flatbed to be located away from the scanner, such as in a drawer or on a shelf.

- And unmatched feeding performance, allowing mixed batches of various document types to be scanned together. This includes embossed plastic cards, checks and A5.

**C3SD:** Which industries can benefit from these products?

**GWG:** These scanners are ideal for small, medium and large organizations in paper-intensive environments—in particular, industries including financial, accounting, insurance, corporate, health-care, education, transportation, legal and

government administration.

**C3SD:** Why the emphasis on distributed capture products?

**GWG:** Today's distributed capture scanners offer many of the same features and technologies as their higher-volume counterparts, making it more affordable for small and medium businesses to integrate document scanning. With the stringent record-keeping requirements of legislation such as Sarbanes-Oxley, more businesses of all sizes are realizing the importance of having an easy-to-use and reliable way to capture, manage, and archive critical business documents.

To learn more, come see our new document imaging products at booth 3340.

**ISACA (Con't. from p. 7)**

pared," says Michael P. Cangemi of the ISACA Compliance Conference Program Committee. "Our conference program has been designed to provide IT professionals with an understanding of compliance methodologies and techniques, specific regulatory requirements, and how all of this impacts technology processing and controls. Management needs to

develop and implement solutions that meet the business goals as well as comply with the regulatory environment."

Steven Adler, Program Director of IBM Data Governance Solutions, will kick off the ISACA conference with a keynote entitled, "Protecting Business Integrity Through IT Governance and Compliance Management." He will discuss the most pragmatic approach to addressing IT governance and compli-

ance: to define, assess and manage the most critical IT processes that impact business integrity.

Adler will review IT service management and its underlying reliance on best practices such as Control Objectives for Information and related Technology (COBIT) and IT Infrastructure Library (ITIL) to build a management infrastructure that delivers business-critical IT services.

As Program Director for IBM Data Governance Solutions, Adler is responsible for planning and executing the market and product strategies for data governance software. He was previously Global Privacy Market Manager for Tivoli Software at IBM and the leader of the IBM Privacy Management Council. He was the principal in charge of IBM's Global Privacy Center of Competence and is the inventor of IBM's e-Risk solution family.

**Eset (Con't. from p. 9)**

Companies like ESET—who realized as many as ten years ago that such

a day would come and began to introduce proactive technologies, including virtualization and emulation—have a significant advantage in this respect, and

independent testing by both AV-Comparatives ([www.av-comparatives.org](http://www.av-comparatives.org)) and AV-Test.org ([www.av-test.org](http://www.av-test.org)) have shown that the heuristics in Eset's

NOD32 Antivirus System consistently outperform the competition in terms of being able to proactively detect and block new threats.

## Are your databases vulnerable?

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